

ACCELERATE YOUR CREDIT UNION'S *Growth*



**EXCLUSIVELY
DESIGNED FOR
SEG-BASED
CREDIT UNIONS**



01

**DRIVE
CREDIT UNION
GROWTH**

02

**PROMOTE
MEMBER
ENGAGEMENT**

03

**ENHANCE
MEMBER
FINANCIAL
STRENGTH**

WHY?

Members and potential members are constantly inundated with financial services offers via email, social media and advertising. CUEvolutions provides proactive face-to-face engagement opportunities with members. Targeted messaging and education is facilitated via certified CUEvolutions advisors.

WHAT?

CUEvolutions was created with three goals in mind: 1) Assist Credit Union growth by proactively differentiating services and advantages to potential new members. 2) Provide education facilitation to members about Credit Union services, and 3) Expose members to valuable Member Asset Protection Strategies (MAPS).

HOW?

CUEvolutions acts as an extension of your Credit Union's marketing efforts. Certified Advisors are selected by your Credit Union from a pool of candidates with full control over message direction. The advisors deliver messaging at SEG physical locations for maximum exposure and engagement.

COST?

All services are funded via member participation in voluntary asset protection program revenues provided by partner carriers.

Credit Union and Member Advocates Since 1979

CUEvolutions.org

MAPS
MEMBER ASSET PROTECTION STRATEGIES